

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396542

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUE APRON, INC.		08/26/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	MORGAN STANLEY SENIOR FUNDING, INC.		
Street Address:	1300 Thames Street		
Internal Address:	4th Floor, Thames Street Wharf		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21231		
Entity Type:	Bank: UNITED STATES		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4966230	ANCHORED INN	
Registration Number:	4417957	BLUE APRON	
Registration Number:	4956738	BLUE APRON	
Registration Number:	4919034	BLUE APRON	
Registration Number:	4942227		
Registration Number:	4919036		
Registration Number:	4568219	TRADESMAN	
Registration Number:	4568222	TRADESMAN PREMIUM CUTS	
Serial Number:	86652591	A BETTER WAY TO COOK	
Serial Number:	86642182	ANCHORED INN	
Serial Number:	86424867	BA	
Serial Number:	87075266	BLUE APRON	
CORRESPONDENCE DATA			
Fax Number:	2127352000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-735-2811		
Email:	mribando@skadden.com		

CH \$315.00 4966230

Correspondent Name: Skadden, Arps, Slate, Meagher & Flom
Address Line 1: Four Times Square
Address Line 2: Monique L. Ribando
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 391000/1545

NAME OF SUBMITTER: Rebecca Rodal

SIGNATURE: /Rebecca Rodal/

DATE SIGNED: 08/26/2016

Total Attachments: 9

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TRADEMARK SECURITY AGREEMENT

This **TRADEMARK SECURITY AGREEMENT**, dated as of August 26, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, this “**Agreement**”), among the OBLIGOR listed on the signature pages hereto (the “**Grantor**”), and MORGAN STANLEY SENIOR FUNDING, INC., as collateral agent for the Secured Parties (as defined in the Pledge and Security Agreement referred to below) (herein in such capacity, the “**Collateral Agent**”).

RECITALS

- (A) BLUE APRON, INC., a Delaware corporation (the “**Company**”), the other OBLIGORS party thereto, the LENDERS from time to time party thereto, MORGAN STANLEY SENIOR FUNDING, INC., as administrative agent (in such capacity, the “**Administrative Agent**”) and the Collateral Agent, have entered into a Revolving Credit and Guaranty Agreement, dated as of August 26, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”).
- (B) The Grantor is party to a Pledge and Security Agreement, dated as of August 26, 2016, in favor of the Collateral Agent (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Pledge and Security Agreement**”), pursuant to which the Grantor is required to execute and deliver this Agreement.
- (C) Under and subject to the terms of the Pledge and Security Agreement, the Grantor has pledged and granted to the Collateral Agent, for its benefit and for the benefit of the Secured Parties (as defined in the Credit Agreement) a continuing security interest in and Lien on certain Collateral (as set forth in and defined in the Pledge and Security Agreement), including without limitation certain Intellectual Property (as set forth in and defined in the Pledge and Security Agreement) of the Grantor, and has agreed to execute this Agreement for recording with the United States Patent and Trademark Office.
- (D) In consideration of the mutual conditions and agreements set forth in the Credit Agreement, the Pledge and Security Agreement and this Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

SECTION 1 Defined Terms

Unless otherwise defined herein, terms defined in the Pledge and Security Agreement and used herein have the meaning given to them in the Pledge and Security Agreement or provided by reference in the Credit Agreement.

SECTION 2 Grant of Security Interest in Trademark Collateral

As security for the prompt and complete payment and performance in full when due (whether at stated maturity, by required prepayment, declaration, acceleration, demand or otherwise, including the payment of amounts that would become due but for the operation of the automatic stay under Section 362(a) of the Bankruptcy Code) of all Secured Obligations, the Grantor hereby pledges and grants to the Collateral Agent, for its benefit and for the benefit of the Secured Parties, a continuing security interest in and Lien on all of its right, title and interest in, to and under all Trademark Collateral, whether now owned or existing or hereafter acquired or arising and wherever located.

“**Trademark**” means all United States, state and foreign trademarks, trade names, trade dress, service marks, certification marks, collective marks, slogans, logos and other source or business identifiers, all registrations and pending applications for any of the foregoing, whether registered or unregistered, and whether or not established or registered in an Intellectual Property Registry in any country or any political subdivision thereof, and with respect to any and all of the foregoing: (i) all common law rights related thereto, (ii) the trademark registrations and pending applications referred to in Schedule 11A of the Perfection Certificate, (iii) all extensions, continuations, reissues and renewals of any of the foregoing, (iv) all of the goodwill of the business connected with the use of and symbolized by the foregoing, (v) the right to sue or otherwise recover for past, present and future infringements, misappropriations, dilutions or other violations of any of the foregoing or for any injury to goodwill and (vi) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages and proceeds of suit.

“**Trademark Collateral**” means the Grantor’s right, title and interest in, to and under:

- (a) all Trademarks owned by such Grantor, including those referred to on Schedule I hereto; and
- (b) to the extent not already included in the foregoing, all Proceeds of the foregoing and all accessions to, substitutions and replacements for and rents, profits and products of or in respect of any of the foregoing, and any and all Proceeds of any insurance, indemnity, warranty or guaranty payable to the Grantor from time to time with respect to the foregoing.

SECTION 3 Certain Exclusions

Notwithstanding anything herein to the contrary, in no event shall (i) the Trademark Collateral include and the Grantor shall not be deemed to have granted a Security Interest in, any of its right, title or interest in any Trademark if the grant of such Security Interest shall constitute or result in the abandonment of, invalidation of or rendering unenforceable any of its right, title or interest therein, or (ii) the security interest granted under Section 2 hereof attach to any United States trademark or service mark application filed on the basis of a Grantor’s intent-to-use such

mark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing and acceptance by the US Patent and Trademark Office of a verified “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

SECTION 4 Pledge and Security Agreement

This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted pursuant to this Agreement is granted concurrently in conjunction with the security interest granted to the Collateral Agent pursuant to the Pledge and Security Agreement and is expressly subject to the terms and conditions thereof, and the Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby is more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the Pledge and Security Agreement, the terms of the Pledge and Security Agreement shall govern.

SECTION 5 Termination, Release

(a) This Agreement, the Security Interest and all other security interests granted hereby shall terminate in accordance with Section 9.13 of the Pledge and Security Agreement.

(b) Upon a Collateral Release Date, the Grantor shall be released from its obligations hereunder and the Security Interest in the Collateral of the Grantor shall be released in accordance with Section 5.13 of the Credit Agreement.

(c) Upon any sale or other transfer by the Grantor of any Collateral that is permitted under the Credit Agreement, or upon the effectiveness of any written consent to the release of the Security Interest granted hereby in any Collateral pursuant to the Credit Agreement or the Pledge and Security Agreement, the Security Interest in such Collateral shall be automatically released.

(d) In connection with any termination or release pursuant to paragraph (a), (b) or (c) of this Section 5, the Collateral Agent shall execute and deliver to the Grantor at the Grantor’s expense, all UCC termination statements, releases and similar documents that that Grantor shall reasonably request to evidence such termination or release; provided, however, that no such documents shall be required unless the Grantor has delivered to the Collateral Agent, at least ten Business Days prior to the date such

documents are required by the Grantor, or such lesser period of time as agreed by the Collateral Agent, written request for release describing the item of Collateral and the consideration to be received in the sale, transfer, or other disposition and any expenses in connection therewith, together with a form of release for execution by the Collateral Agent and a certificate by the Grantor to the effect that the transaction is in compliance with the Loan Documents. Any execution and delivery of termination statements, releases, or other documents pursuant to this Section 5 shall be without recourse to or warranty by the Collateral Agent.

SECTION 6 Governing Law and Consent to Jurisdiction

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAW OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICT OF LAW PRINCIPLES THAT WOULD RESULT IN THE APPLICATION OF ANY LAW OTHER THAN THE LAW OF THE STATE OF NEW YORK. THE TERMS AND PROVISIONS OF SECTION 9.12 OF THE PLEDGE AND SECURITY AGREEMENT ARE INCORPORATED BY REFERENCE HEREIN WITH RESPECT HERETO AS IF FULLY SET FORTH HEREIN.

SECTION 7 Counterparts

This Agreement and any amendments, waivers, consents or supplements hereto or in connection herewith may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered will be deemed an original, but all such counterparts together will constitute but one and the same instrument; signature pages may be detached from multiple separate counterparts and attached to a single counterpart so that all signature pages are physically attached to the same document. This Agreement will become effective upon the execution and delivery of a counterpart hereof by each of the parties hereto. Delivery of an executed signature page of this Agreement by facsimile or electronic transmission shall be effective as delivery of a manually executed counterpart hereof. The Collateral Agent may also require that any such facsimile or electronic transmission signatures be confirmed by a manually signed original thereof; provided that the failure to request or deliver the same shall not limit the effectiveness of any facsimile or electronic transmission signature delivered.

[Signature Page Follows]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed and delivered by its duly authorized officer as of the date first set forth above.

BLUE APRON, INC.,
as Grantor

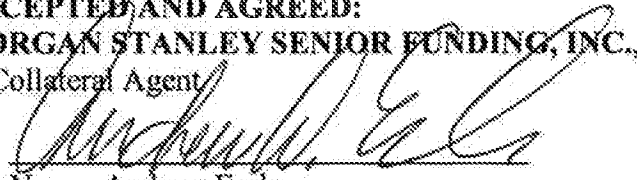
By: Brad Dickerson
Name: Brad Dickerson
Title: Chief Financial Officer

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 005865 FRAME: 0985

ACCEPTED AND AGREED:
MORGAN STANLEY SENIOR FUNDING, INC.,
as Collateral Agent

By







Name: Andrew Earls







Title: Authorized Signatory

SCHEDULE I

TRADEMARKS

<u>Trademark</u>	<u>Country</u>	<u>Class</u>	<u>Application #</u>	<u>Application Date</u>	<u>Registration #</u>	<u>Registration Date</u>	<u>Status</u>
A BETTER WAY TO COOK	USA	29, 30, 31, 39, 41, 43	86652591	06/05/2015			Pending
ANCHORED INN	USA	30	86642182	05/27/2015			Pending
ANCHORED INN	USA	29	86642199	05/27/2015	4966230	05/24/2016	Registered
	USA	8, 16, 21, 25, 29, 30, 31, 33, 39, 41, 43	86424867	10/15/2014			Abandoned
BLUE APRON	USA	16, 29, 30, 31, 39, 43	85855506	02/20/2013	4417957	10/15/2013	Registered
BLUE APRON	USA	25	86424854	10/15/2014	4956738	05/10/2016	Registered
BLUE APRON	USA	8, 16, 21, 29, 33, 41, 43	86424827	10/15/2014	4919034	03/15/2016	Registered
	USA	25	86424888	10/15/2014	4942227	04/19/2016	Registered
	USA	8,16, 21, 29, 30, 31, 33, 39, 41, 43	86424880	10/15/2014	4919036	03/15/2016	Registered
	USA	16, 29, 31, 39, 43	87075266	06/17/2016			Pending
TRADESMAN	USA	29	86141549	12/12/2013	4568219	07/15/2014	Registered
TRADESMAN PREMIUM CUTS	USA	29	86141559	12/12/2013	4568222	07/15/2014	Registered

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 Blue Apron	Australia	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	Brazil	16	911464620	8/11/2016			Pending
 Blue Apron	Brazil	29	911464670	8/11/2016			Pending
 Blue Apron	Brazil	31	911464760	8/11/2016			Pending
 Blue Apron	Brazil	39	911464816	8/11/2016			Pending
 Blue Apron	Brazil	43	911464859	8/11/2016			Pending
 Blue Apron	Canada	16, 29, 31, 39, 43	1787796	6/20/2016			Pending
 Blue Apron	China	16	Not yet received	Not yet received			Pending
 Blue Apron	China	39	Not yet received	Not yet received			Pending
BLUE APRON in Chinese characters	China	16	Not yet received	Not yet received			Pending
BLUE APRON in Chinese characters	China	29	Not yet received	Not yet received			
BLUE APRON in Chinese characters	China	31	Not yet received	Not yet received			
 Blue Apron	China	29	16351649	2/10/2015	16351649	5/14/2016	Pending
 Blue Apron	China	31	16360999	2/11/2015	16360999	4/28/2016	Pending
BLUE APRON in Chinese characters	China	39	Not yet received	Not yet received			Pending
BLUE APRON in Chinese characters	China	43	Not yet received	Not yet received			Pending
 Blue Apron	EU	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	India	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending

<u>Trademark</u>	<u>Country</u>	<u>Class</u>	<u>Application #</u>	<u>Application Date</u>	<u>Registration #</u>	<u>Registration Date</u>	<u>Status</u>
 Blue Apron	Korea	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	Mexico	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	Norway	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	New Zealand	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending
 Blue Apron	Russia	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			
 Blue Apron	Switzerland	16, 29, 31, 39, 43	87075266	7/7/2016 (via WIPO)			Pending